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## **ITEM 2 – OLD TOWN SCOTTSDALE PARKING**

**Mayor Lane:** And now, the Old Town Scottsdale Parking. Our presenter of course is Randy Grant, our Planning and Development Services Director. I'm sorry, Mr....

**Senior Planner Bryan Cluff:** Good evening Mayor Lane and Council, Bryan Cluff, Senior Planner with the Planning Department.

**Mayor Lane:** Sorry about that, Bryan. Yes, it's good to have you both here. Thank you.

**Planning and Development Services Director Randy Grant:** Bryan has been instrumental in a number of the larger projects in downtown, he's been very helpful, as has Dan Worth in putting this presentation together. It looks like a lot of slides and it covers a lot of material and I promise to get you through as expeditiously as possible. But this is a very complex topic and as you know a lot of people have a great deal of interest in it, so I don't want to shortchange the information. The policies that we've used for decades in guiding downtown parking management are first of all is the presumption of maintaining free parking. Periodically that comes up but we always the principle that free parking is valuable. Second is to provide options for small property owners to be able to reinvest in their property without making parking a deal-killer. In other words to provide them options with which they can acquire parking if they're not able to provide it on their lot, particularly on small lot situations.

The third is to bring more people to downtown to support businesses. That's kind of a primary function of everything we do, is to promote the vitality of the business owners downtown. Fourth is to promote the efficient use of parking, recognizing that it is an increasingly expensive and valuable resource. So, we want to make full use of it when we have it available. Next is to provide adequate public parking within an acceptable walking distance. Obviously what is acceptable varies from individual to individual. We are going to talk about that in a few moments, as well. Next, to acknowledge that parking needs in downtown exist and to anticipate future needs neither excessively over-parking or under-parking in the downtown. Space is a problem and space that is used up by parking is not space that can be used for business purposes, so we need to manage it accordingly. And finally to acknowledge that special events and circumstances such as spring training, special events, Canal Convergence, art fest, are going to create some parking shortages in some areas.

One of the planning principles that we always use in looking at new development is you don't park for the day after Thanksgiving. If you do, you end up with a lot of spaces that are not used 364 days a year. So we want to manage those spaces, so that by and large they are fully utilized, and there is adequate space, but not that we have spaces sitting empty for most of the year. Building on past plans and studies, this goes from 1984 when the Downtown Plan was first adopted to the Walker parking study in 2015, and to the Downtown Plan update in 2018. We have used all of those resources and information to prepare the program for this evening and look forward into the future.

Tonight's presentation is going to be in four parts. The first is a historical perspective. We're going to

talk about some of the things that got us where we are today. And those include Improvement District Lots, where public lots are located, how much parking there is in them, on-street parking, on-lot parking, P-2 and P-3 credits, in-lieu parking and the Downtown Overlay. All of these create an intricate, complex layer of things that you pull on one and it affects the other, but they all contribute to the parking situation downtown. The second component is looking at parking pedestrians in Old Town. Third is looking at current conditions, and fourth is planning for the future.

Historical perspective, in the 60s and 70s, there were Improvement Districts. These were a popular way and common way of providing parking at the time. As a business owner within one of the Improvement Districts, you bought the spaces that were required for your business. You could also buy at a discounted rate spaces in addition that you could use for expansion for your business and many property owners chose to do so. Those credits run with the lot. They are a legal entitlement and they are primarily in two areas. One is in the Third, Fifth Avenue area, the surface lot that is currently the parking structure in Craftsman Court, and in the Main Street area from Indian School down to Second. Public parking lots and structures, there are over 30 parking lots and structures distributed through Old Town and they total more than 6600 public parking spaces. You can see from the map that they are distributed in both large and small quantities, the idea being to provide space within a walkable distance, preferably that you park once and walk. But recognizing that the size of the downtown that you're going to need to move around, that you have public parking accessible from all locations.

On-street parking was the original downtown parking. Prior to 2005, on-street parking was counted towards the requirements for businesses that fronted onto them. In 2005, the ordinance was changed, it actually made it more stringent and required that businesses provide parking, not counting the spaces in front of their businesses, and that was an acknowledgement that on-street parking is truly public parking and isn't associated with any particular businesses adjacent to it. Today, there are more than 2300 on-street parking spaces. We'll look at how those are located. This shows the parking lots and structures. The blue lines are the locations of on-street parking. You can see pretty a comfortable coverage of all areas of the downtown with the possible exception of over by the hospital. They provide their own parking. It is not public but it is provided for their business.

We also have evening and weekend spaces in addition to the daytime spaces that are available. You see how the 24-hour vs. the 24-hour on-street parking and evening/weekend spaces are distributed. This shows a graphic representation of parking areas that are located on lots. So these are not public spaces, and they're not on-street spaces. They are actually parking areas that are located on individual lots and they are significant. On the left is on the Third-Fifth Avenue area. On the right, is the west Main, old Main area and you can see that there are quite a few areas where parking is provided, that may not counted towards public parking. P-2 and P-3 is a designation that started in 1972 and it's specific to one particular area downtown that I'll show you a map of. The idea was that those lots in that area were small enough and they had alley parking that was designated, usually for each lot. And that between the alley parking, the on-street parking and the public parking that was provided in some lots in the area that there would be adequate spaces to be able to allow credits for those property owners to claim.

And so credits were distributed and those run with the property as well. As you can see the area that we are talking about is in the northeast quadrant from Camelback down to 3rd Avenue and along both sides of Drinkwater. The third is the areas that are designated for on-street parking and those are areas that cannot be changed without the Council's approval. And the P-3 and P-2 areas are areas that the lots have been granted. In-lieu parking is what many cities use to provide a parking option to property owners that can't provide parking on lot. And it provides them with the opportunity to buy in-lieu parking, with the theory being that when they buy in-lieu parking that money is taken and used to provide parking within the area. This was initiated in 1985 to allow reinvestment on properties that simply couldn't meet their own parking needs. At the time, a parking space was valued at \$7,500 a

space and that was based on what it cost to build surface parking, to acquire the land and build surface parking. With the increased costs, and the more limited availability of land, the cost has grown faster than the inflation rate that was set in the ordinance. Currently, a space is almost \$14,000 and it costs considerably more than that to build it. So, one of the things that we will be talking about is a potential option for you to adjust what that level in-lieu park is. However, I would point out that it has been kind of a last resort for some property owners who couldn't achieve revitalization on their property without being able to pay into that program.

There are almost 500 in-lieu spaces that have been permanently credited since the program began. From '85 to 2019, \$2.9 million was collected through this program. Currently there is a fund of almost \$310,000 in the fund. And the funds have been used to provide new parking. Often times, these are euphemistically called phantom parking spaces and that is simply not accurate. It is true that you can't go and define exactly where the parking is, but 855 spaces have been constructed with in-lieu funds, and since 1986 3200 downtown spaces have been created. That \$2.9 million went to the creation of those spaces. So, those parking spaces are very real. This shows the distribution of the parking spaces and they include a considerable amount that were purchased out of the Nordstrom's parking garage, also that were what the city participated in on the Southbridge project, and on the Waterfront garage, all of which are public spaces.

The Downtown Overlay was an overlay that was created in 2003. At the time, there was a need to simplify parking requirements and there was a need to stimulate revitalization, particularly encouraging second story additions, residential units above retail units. So, the Downtown Overlay was an option that allowed the addition of up to 2000 square feet added to a lot without additional parking being required. It also simplified the process of determining public, or parking requirement for existing properties and it applied to the additions of additions to existing lots and properties not to lot assemblages. The next area is talking a little bit about pedestrian access and parking in Old Town. The red dots indicate the location of public parking lots or structures. Just for reference, the distance between the east end of the Scottsdale mall to the Brown entrance to Civic Center mall is about 1320 feet, about a ¼ of a mile, about a 6 minute walk. It's also the distance from the east end of Fashion Square to the west end of Fashion Square. And this shows a radius of 1320 feet around all of the parking structures and lots. And you see a pretty good coverage. Some people would say 1320 feet, or two blocks, is a long way to walk during sometimes in the year. So we looked at it a different way. 660-feet is about one block, and it's the distance from the front door of City Hall to the main entrance of the Center for Performing Arts, about a 3-minute walk. The red areas indicate the radius around that.

I would also point out that 660-feet is about the distance from the Nordstrom parking garage to Fifth Avenue, south of the Marshall Way bridge. So, comfortable walking distance. I would agree with people who say it is not comfortable all times of the year. But one of the things that's a principle in our downtown design guidelines is providing shade and covered walkways, street furniture, inviting spaces, wide sidewalks and other types of visual interest and when we are successful at doing that, 660-feet is very walkable. Parking in Old Town with 6600 spaces that are available to the public. 2361 on-street spaces, there are about 9,000 spaces that are public spaces in Old Town. In addition, there are over 9,000 spaces that are in private parking lots within Old Town. Although these aren't always available to the public, they do help to provide parking for employees and patrons of businesses on which those lots are located.

So in total there's about 18,000 parking spaces serving Old Town. That does not include what's north of Camelback and what's south of Osborn. When you include those, it is over 30,000 spaces. The Walker study in 2015 is the most recent study that have that looked at parking on the downtown basis. It was focused primarily on the northeast quadrant but it did validate assumptions in all parts of downtown. And it showed that the overall supply of parking downtown is adequate. It also demonstrated that it is

not perfectly distributed, so the northeast quadrant is the area that gets a lot of attention and has been talked about this evening in terms of being unevenly balanced. And so in the future when we are looking at providing additional public parking opportunities, this distribution may be one of the criteria that you use to determine where that is placed.

Current conditions. I would not represent this as a scientific study. And I know that Mr. Thompson this evening said this is not the experiences they live with day-to-day. So, these slides are only representing anecdotally my experience on a January day at 2 o'clock in the afternoon looking, just walking downtown. The Stagebrush Theater and the Loloma lot. The Stagebrush Theater which is 660 feet south of Main Street, had a considerable number of parking spaces available. I know that one of the concerns is that perhaps, it is not well marked enough, and we need more way finding and identification of those areas. Again, it gets to the question, is there an adequate supply of parking or is it just not convenient or easy to find?

This shows the parking deck of Civic Center garage. The left is the first deck underneath Brown Street garage and the right is the Rose Garden. The one area that I did find that was fully utilized is the Third-Fifth Avenue garage and it was full. This looks at actual space counts during events during last year. They show that on March 7th when there was a Giants game and the Art Walk, there were spaces in all of the parking lots that were counted. On March 9th with three events, including the Farmer's Market and Arts Festival the limited parking supply was primarily at the museum garage. On March 15th when there was a Giants game the Civic Center Library lot was full. And on March 17 there was a Sunday art a' fair and a Giants game, the Civic Center and the Library garage were full. Again this reinforces while on specific events, there are limited supplies in some locations, there are excess supplies in other locations. And it may be a matter of steering people towards the opportunities that exist.

One thing that we have particularly heard about lately and it relates to how many spaces there are for a certain type of development. The land use is different than in most cities and usually expressed as one parking space per square foot or one parking space per dwelling unit. If you get a restaurant that is very trendy or popular, their parking requirement is not going to be adequate. If you get business that the square footage is too high or too low, the parking maybe too high or too low for the business. Sharing the parking that is available between uses that are not operating on the same peak. Parking is, required parking is intended to accommodate all users, but it is on a mixed-use basis. When you get into the suburban standards that is where each business needs to stand on its own because there are no other options for parking.

If you are not parking on the lot, you are parking on the street. Mixed-use and time reductions are allowed. And when there is capacity and commonly, it is a hotel. And their parking is in demand in the night and otherwise, it is going to sit vacant. The other idea is that we can share parking between uses. We also don't want to overbuild parking the resources that are required to do so. There are parking reductions that are required with a master plan and it has to come to Council, but again, off space uses. The shortage of parking often relates to convenience and not supply or availability. Sometimes parking is not well designated and there can be a perception that it is not available.

The management of parking can dramatically increase availability. Dedicating it for one particular use may prevent the use for other types of uses that may need that parking and their need. One of the things that we would like to do with the changes and the trends that are occurring with the parking and looking at the businesses that were provided excess spaces that were provided when they opened and perhaps, not necessary and the City can make them available to other users and we provide the parking without having to build it.

Technology can also help identify available parking. We had a pilot program where the pucks were put

under parking spaces and they identified for people that downloaded an app where parking was available. It was successful, it wasn't widely used. So I don't know if it's something we'll come back to, to talk about expanding. But there are constant changes in technology that may make it much easier to identify where parking is available on a real-time basis. Other cities pretty widely address parking through metered parking and generate revenue and manage parking and structured paid parking arrangements, Scottsdale has consistently chosen not to follow that model. I want to point out because they are often comparisons to what other cities are doing. This is typical for other cities, to require payment for parking.

Now related to parking requirements, often times we're compared to other valley cities. I wanted to make some comparisons and distinctions and non-downtown areas. All of the Valley cities that we looked at have different parking requirements for downtown. Again, this reflects the mixed-use and shared use of downtowns as opposed to more suburban business applications. Phoenix, Peoria and Surprise don't have minimum parking requirements in their downtown. Avondale and Gilbert can reduce parking requirements in downtown by up to 50% if it's proven to be adequate. Chandler, Glendale, Mesa and Tempe have discretion to establish parking requirements at the time that mixed-use development is approved. Some cities in this survey are generating revenue from downtown parking. They are selling you the parking and they would prefer that businesses don't provide it on an individual basis. Therefore you would buy it from them, but that is a comparison with other cities.

All Valley cities have lower parking requirements for hotels than Scottsdale does. Currently our requirement is 1.25 spaces per room. It has been demonstrated that with ride sharing services, that's way over what is necessary. We have been coming to you with some hotels that are in the .8 or .9 range per room. The 1.25 includes provision for employee, restaurant parking, and conference facilities that are typically associated with smaller applications. Not a destination restaurant. Not a large conference facility. But the 1.25 is a combination of those things. If we lower the parking requirement, we may want to take a look at what it takes to combine the per room count, key count for parking and also, to accommodate the other peripheral uses. Chandler and Gilbert have higher parking requirement for call centers than they do for other types of professional offices. The call centers obviously where you put a large number of people in a small space and parking requirement increases. All have similar requirements for retail uses. Most of the cities that we looked at do require some type of guest parking for multi-family. And Gilbert and Glendale have the same requirement for multi-family as Scottsdale.

Others do require more parking for multi-family uses. Trends in parking. There has been an unbelievably dramatic increase in the use of ride sharing, Uber and Lyft services. It's kind of transformed the rental car and hotel industry in terms of how they operate. Autonomous vehicles will change parking patterns. There are changes in transportation preferences, particularly, for millennials that are choosing other types of transportation. They are making decisions on things other than purchase of cars. Not to say that everybody is going to give up their car. I don't think that's realistic. But these trends are representative of what's happening nationally and will affect parking trends in Scottsdale.

Some cities as I indicated earlier are eliminating parking minimums. That's not typical but it is occurring. This shows you a representation of the change in ride sharing vs. taxis and rental cars. It's gone up 837% in three years. People are simply not traveling the way they used to. The impact, particularly, for hotels is when someone is not renting a car at the airport, they are not parking at the hotel. They are coming to the hotel, they're getting dropped off. When they want to go somewhere else, they are taking the same ride share, taking a taxi or perhaps they're renting a car at the hotel and they're traveling based on the availability of that and not on a rental car opportunity as they have in the past. There is also a variation in vehicle ownership rates. It is not hugely significant, but again, we are talking about trends that might play out over 15 to 20 years. We're seeing that the vehicle ownership rates in Old Town

condos for example are much less than they are in Paradise Valley or Desert Mountain. Again, you can't paint too broad a picture with this but it is a representation of a change that is occurring.

We talked a little bit about hotel parking so I won't go into this. Experience Scottsdale did a survey and 44% of the guests park at the hotel. 89% only need one space per two or three rooms. We are seeing this perhaps more, a more rapid change in this than other types of transportation options, but parking is changing. Trends in residential parking and car sharing is increasing in popularity. There is little indication that parking is deterring lease rates or occupancy rate, which in Scottsdale are the highest in the valley. Generally, we are hearing from the people who are proposing this, they know what they need. If their users aren't satisfied, they can't lease the rooms and they need the money. So, they are depending on the highest lease rate in the valley. As we plan for tomorrow, a number of things are self-evident. But we shouldn't plan for tomorrow using only today's assumptions in technology. Change is going to happen. We don't know exactly what it is. But change is going to happen. We should plan on an emphasis with flexibility and should have the willingness and ability to adapt to changing conditions.

One thing that Dan Worth has proposed is that when we look at designing parking structures in the future, we should look at designing the ceiling heights to convert them for another type of use in the future. The current parking structures, the ceiling height doesn't allow it. And again, we need to balance cost with community expectations and not providing either too much cost or too little parking. Some enhancements for you to consider, and I'm getting very close to the end, please bear with me. We could look at modifying the in-lieu program. If the Council desires we can charge the market rate for what it costs to build parking. That would significantly deter people from being able to use that option if they need it to revitalize their property. We can look at amending the parking requirements in the zoning ordinance going forward. We can enhance way-finding and make availability of parking more apparent to people who are looking for it. We can form strategic partnerships with the private sector to more fully utilize the spaces they have rather than building additional public parking.

We can look at the management of parking and maybe increase the number of spaces that are 2 to 3-hour limited. We can look at other ride sharing alternatives. We could look at paid vs. free parking. I don't think that we will, but it is an option. We could look at increasing the data that we have. The 2015 parking study is now five years old. Things change rapidly, so if you direct us to do another parking study and look at the trends that are likely to happen in the future, we would be happy to do that. And the bond study and certainly, the voters have approved that. That's the end of the presentation that we have, and we would be happy to answer any questions.

**Mayor Lane:** Thank you, Randy. We appreciate that. Any questions? Yes, Councilman Phillips.

**Councilman Phillips:** Thank you, Mayor. Thank you for that bureaucratic analysis.

**Randy Grant:** You're welcome.

**Councilman Phillips:** Holy cow. I'm going to get right to business. We are looking at what we had on the petition and everyone can go back to the petition later. Number one was the Downtown Overlay parking requirement. Requiring two spaces for two bedroom and one space for each additional. Parking must be at the rate of one parking space for each resident at the unit. Hotel and lodging facilities must park on-site. Hotel facilities like a conference room must include additional parking at the

rate of one space for 50 square feet. And number five, add at least, one level to the stagecoach parking lot. And also, I would like to see us raise the in-lieu parking fee and we can remove or modify the requirement for remodeling to a certain percentage, so it is not an undue burden. If you are only adding 45 square feet or just remodeling, I don't think that you should have to buy another space. I think that we can adjust that. And I like the idea of the adaptive garages and if we build a garage maybe we can use it for something else later in 2050 when people don't drive anymore, and that's it.

**Mayor Lane:** Thank you, Councilman. Any other questions of Mr. Grant? I've got a couple then. I will just say that I guess, I'm going to first ask a couple of questions. I think that one of the concerns that I've had, and we have talked about the trends and of course, our entire policy for downtown has been a live, work, and thrive environment. The Uber and Lyft is no longer a phenomenon and the idea of renting a car and parking at a fee sitting there not used, we must be experiencing, or I should say that some of our hotels are experiencing the reality of that. I'm wondering if that is included in your statistical iterations here, with the umm.....

**Randy Grant:** There have been proposals that have provided structured parking as a part of their requirement.

**Mayor Lane:** But that was suitable for to be converted if in fact, it wasn't any longer going to be used for parking and office space?

**Randy Grant:** It could be, Mayor, I'm not familiar with that.

**Mayor Lane:** Okay, because I have heard that a number of times. I don't know if it was suggested or considered. There was a strong belief that the movement was going to make those parking garages not absolutely obsolete, but certainly in the numbers that you have proposed. You made a statement in your PowerPoint presentation that the parking requirement in comparison to the benchmark cities exceeded by at least, 25% the other cities in the benchmark. How higher does that benchmark go? Or is that an average rather than the least?

**Randy Grant:** I believe that was related to hotels where we are at 1.25 and the highest requirement for the other valley cities is one space per key. So, we are 25% over.

**Mayor Lane:** What you are suggesting with that statement, there are others that don't even require the one?

**Randy Grant:** Correct. And most cities have the potential to reduce the requirement when it can be demonstrated, and hotels are now doing that.

**Mayor Lane:** One other thing, we have some private parking arrangements that are made. Specifically, about the church on the east side of Miller. It is a large surface parking lot that is generally sold during spring training season. I don't know if it is exactly at capacity each and every time or what, but it is probably at least, as convenient of the other options that are provided. Is that included in the peak

need?

**Randy Grant:** It takes a lot of the capacity for spring training games that are provided in lots such as that. That can be something that we can look at accommodating special events that have a higher peak for days that don't have spring training or art fest.

**Mayor Lane:** And you run the risk it is not always going to be available, but they may coincide with the shifting and shifting of parking car requirements. I would have to say that I agree, not that it is hard for me necessarily, but I agree with Councilman Phillips and I think that some of the things that you have suggested are front and foremost of what we really need to make sure that we are doing this in a thoughtful way. There is significant evidence that the devaluation of downtown goes hand-in-hand in decreasing elements for parking when in fact, it is not utilized or needed and that pulls people away from our market. If that would happen, I don't know, but nonetheless, it is a concern.

Just a note, our Channel 11 is running a historical film. I don't know if some of you have seen it with Mayor Drinkwater in his later days and he talked about the need to revitalize Downtown Scottsdale in the mid-80s and bringing population and people to downtown and how important it was. But parking was an issue then to accommodate what they want to do in expanding. I think that we have been through a couple of cycles since then, but nonetheless, it is an interesting report to watch. If anyone wants a link to that, I will be happy to supply. You can get it from channel 11, as well. Personally, I very much appreciate what you have done here. I'm not signing off for the group here. But I think that it is a very calculated and comprehensive look at this. I think that some combination of these things can be implemented to ease the pressure and/or change it. We are talking about the future and some of the projections that we are talking about for the future may influence what we are thinking that we need now for the future. We are already at a point and it has been demonstrated by your stats that we already need some half that. Forcing anyone with property that has to have a component for parking. I think a primary thing that we have been trying to nation off for, face off for some time when we added one or two decks to the Galleria corporate center, is it one or two decks? Was it two? That was a movement towards that. I don't know if I heard if that eased anything. It didn't sound like it worked too well. I realize that we are working with private property owner with their private building how they incorporate their parking spaces. There has to be some element, if we can, where there is a number of spaces that have gone unallocated. I have been downtown at the art walk on a Thursday night and to Mr. Thompson's comments and maybe it is direction. There is a ghost town and nobody down there. I'm almost cautious to release that information because I may lose that available parking. But nevertheless, it is that. And as one of your pictures illustrated, certainly the parking by the theater and the surface parking and it is not that much out of the way from other things and better than driving around. Some of those components are important. And the corporate one, it might be the toughest one is the best way. Permits in the garage and it was offered up by one of the others that gave some testimony on that. The one thing that we do not want to do is force this on someone in a very costly experiment as far as increasing space without exploring the utility that we have. I think that you demonstrated that well with your presentation and statistics. Yes, Councilwoman Klapp?

**Councilwoman Klapp:** On your slide on valley comparison that the Mayor was talking about, you have a line on there that says, "most valley cities require guest parking for multi-family projects." And I would like to, not this moment, but some point you can give it to me privately. I would like to know more about what the other valley cities do. Because if they are providing guest parking for multi-family, how much is it? I believe that's one of the biggest issues is guest parking all over downtown. So, multi-family projects, I believe should have some requirement. I don't know what that requirement should be. But



some requirement for guests to be able to park and visit the tenants in the multi-family project. That's also something that I think that hotels should be providing. Some do. Some don't. And so, in those instances where there is a hotel that has no guest parking and I can think of one that is real close to here that I went to a few months ago for a breakfast meeting. I pulled up to the front. And I said, where is your parking? They said, we don't have any. Do you have a parking garage? Yes, you can pay for the 2 or 3-hour rate or park on the street. So, I drove around and parked a few blocks away. I kept thinking about that. We are hearing that hotels are experiencing less requirement for parking in the garage for Uber and many of them have spaces in there that aren't being used, so why don't they provide a voucher when a guest pulls up and here, you can have a voucher and park for two hours while you are in the hotel. There has to be some responsibility for hotels and if they have a reduced parking requirement because of the Uber effect, most existing hotels might have parking spaces sitting there. Retail guests come at lunch hour and then, it is dead for two or three hours and then, around five, they start going to the businesses. So 5 o'clock or later is when the pressure is again on the businesses. Not at 1:45 p.m. in the afternoon. I don't know when the pictures were taken in the parking garages. Was it taken at 2 o'clock or 12:00 or whatever? I think there needs to be a better analysis with a different time during the day. I hear from a number of people who want to go downtown to go to their favorite restaurant for lunch and they say, I can't find a parking space for lunch. So, if we want to encourage restaurants to be downtown, we have to consider that. You showed a lot of private land, small spaces, private land that have parking on them. But we know that the properties in downtown are being sold and resold these days for things, other development. And so, we need to take into consideration that those other private parking spaces there going to go away. Whatever is going to replace them is not going to have as much parking available. The reason I bring this up is when restaurants for example, contract for valet parking, they go to a private person and say, can I rent some of that land for my valet parking? And when that land goes away, they have no place. I have heard this from a number of businesses in the area. If they are using valet parking, they are very afraid as land gets sold off, their private parking agreements for land are going to go away. This is a future problem. Not necessarily today. That's part of the reason that business owners and merchants and as they talk about the future that as these properties get developed or redeveloped and it takes away whatever park is there. Or it might be multi-family that doesn't have guest parking requirements and that means that more and more of the parking spaces are going to be taken up by whatever that new development is. With that, I would say that most of all of the suggestions that you make in the end I would agree with if you are pursuing, with the exception of parking meters. I wouldn't do that. And definitely increase the way-finding. People do not know where parking spaces are. I looked at that parking app that has been available, but it is not real user friendly. It does tell you where parking spaces are, but it is not very good. There are probably better apps today. I know that we have very strict signage requirements, but if there is some way to let people know there is parking nearby. I bet most people don't know where the parking spaces are down by the museum. I think having more time limitations in certain areas, so that people don't take the parking for all day long is appropriate. If we do that, I know that we have to have more monitoring. It does no good to have increased time limitations on parking and then, nobody checks it. I have heard that from people. They see there is 2 or 3-hour parking in a certain place, but nobody ever drives by and checks it. Those people who work downtown are very savvy and know where to park in order to keep their parking space all day long. And another parking study. I think that 2015 is very, very old. This is old data that we are looking at with the last study. In the retail business, people will not walk very far to a store. If you have the parking too far from them, they are not going to go to your store, they are going to go somewhere elsewhere the parking is available because there is too many choices. That's the critical nature of the merchants that there downtown. They need to have the parking close to them that is available. So, the customers don't give up and go somewhere else.

**Mayor Lane:** Thank you. Councilwoman Whitehead.

**Councilwoman Whitehead:** I think that was an incredibly thorough report and combined with the citizens who did a tremendous amount of research. I feel like I have a lot of information. I want to say thank you to both parties. I appreciate all of you for doing a lot of homework. I want to say what I see; I see an immediate problem at the Galleria, and I think that needs to be resolved. In addition, on Main Street, if we have people who shouldn't be parking at the Galleria, I agree if you are a retailer, people should be able to park in front and go in. At the Galleria if they are parking all day in front of Bob's gallery, let's see if we can find some solutions. And then, there is some near term. Right now, we are kind of okay, except we have these exacerbated locations, the Galleria. We have a few years before we are building garages. There is a lot that we can do. In fact, I don't want to do a parking study until we tap into some of the ideas. You caught on some of the ideas that I had. I think part of the problem is the tremendous increase in residential. So I do think that we should be reviewing residential code and considering guest parking. I think that's what I would want. The call center, that was really interesting, that Chandler. Wouldn't that have solved the Galleria? Maybe we need more parking for call centers and more enforced parking in hotels. When looking at this code, the word flexibility kept coming up. I would rather not have designated spots. If there is a nighttime event and fewer workers, but an increase in guests, we want to use every single parking spot as much as possible. Every parking spot that is empty, is using taxpayer money. You mentioned tapping private spaces. That's what I have been thinking about. Do we have an inventory of all private spaces in downtown? Because I think that we definitely need to be planning our peak month, March, by using either using the church or the office building on Scottsdale Road and even if we, the City paid to rent their spots for those peak times, we save taxpayers a boat load of money. It is a sharing economy. We are waiting a couple three years before we build anything, so let's try to really tap the private spaces. I also hate to tell everybody, but I park in the garages by myself. How about painting the roads with a big "P" this way."? You are painting the road and steering people into these garages. I would support raising the in-lieu parking. I think that's a great idea too. My kid, of course, my kid has the app. But I have had 70-year-olds pull it up and show me. We are not going to charge for parking, but if we want to do apps there are probably a lot of apps that would work better than the one that we have. To me, if we have painting on the road, instead of signs, that probably would be better than the app. If we have a public-private partnership, there should be no valet, in my opinion. That's an area that I think that we can improve on. How we disallow valet parking. I'm not opposed to doing a parking study, just today. But it would be much more helpful to us in planning where we put those parking garages. That's how I see it. Thank you for all of the work that you do.

**Mayor Lane:** Thank you.

**Vice Mayor Littlefield:** Thank you, Mayor. I basically agree with what a lot of folks said here already. Downtown parking is an issue and we need to get ahead of it now before it grows into a bigger issue. The complaints that we hear about now concern the problems of the foreseeable future. As we build downtown, we are going to have a need for more parking. The Galleria is a perfect example of that. Looking at the Galleria would be a good idea and they are mooching, if you will and taking some of the spots that are meant to be public because they don't want to pay for the spots in the Galleria. That's something that we should be looking at and finding a fix for. If the City Council never approves another bigger development in the downtown area, the ones that we approve are going to require more parking. I have heard it from day one, there is not enough parking. Also, if you can't find a parking garage and you don't know where it is, it doesn't exist. There is no point in building a parking garage where no one knows where it is, can't find it, can't use it, and there is no way of looking for it. I think that using apps, pointing the road if we have to, maybe on the side of the building that says "parking". We have to explore what is found and known to be usable. A finding app is good, but not maybe the one that we use.

I'm all for a parking study. I have to tell you; I believe there is a huge parking problem in our downtown. I will give you one example. My husband and I went out to dinner in our downtown. We were at a dead stop on the road because there was no place to park. Some idiot pulled out in front of us and got angry. That's how you kill people. That's the reality that is out there and we need to fix this. I have questions. How much parking do we need? What is the demand for? How should it be located? Where is it going to be located? And who is going to pay for it? I think that we definitely need to do a study.

For question three, it is on the developers and the developers of these big projects. The only way that I see to do that is increasing the requirements of our parking code. We need to have parking in the code and required by the developers or that \$22 million taxpayer bond money that is supposed to go to public parking is going to go to the new hotels and the multi-family units and the condos and the offices that are going before us and basically, that becomes a subsidy to the developers and I do not believe that's what our voters voted for. I did it a little bit different. I went down Marilyn's petition. Thank you, Marilyn. I have a couple of recommendations. First and foremost, add guest parking to our parking code. We need that. We cannot not have it and expect an area that is full of hotels and apartments and rental condos and all of this to not have guest parking. That's a number one priority. They are going to invite their family, kids have friends, service people come over. So, you need to have parking available. I like Marilyn's suggestion of 1.5 spaces for a one-bedroom, two spaces for a two-to-three-bedroom and one space for each additional bedroom, four or more. There are not going to be very many of those, so I don't think that's a big problem. Guest parking at the rate of one on-site space per residential unit. You can change that to make sure it is appropriate. But do a study to find out what is really on the ground, not what is ideal in Glendale because I don't really care what is ideal for Glendale. They should know how many employees they are going to have at any one time. Take an average or the most that would be there at any time and put it there as designated employee parking, so they don't take the public parking spaces to park, which is what is happening in the Galleria. So, we have a perfect example of that. Item number four we have already covered. Five is okay. For 6 and 7, we need to have it included in whatever study we do. How many parking spaces for a hotel or downtown conference center, I don't know? So, we need to have a study done. Number 3 and 4 are both yeses for me on her little pad there. As far as the in-lieu parking, I have mixed feelings about that because it doesn't seem to be working very well. If we can find a way to make it work better, I'm all ears. I'd like to hear it. I have people come to me and say, I have paid for parking and don't have it. There is a disconnect between the understanding and what people who are parking for this, and what it is really. That's basically, I think, all I have to say. If you can't find it, don't be surprised if nobody uses it. So, we definitely need signage for the parking that we have. That's it.

**Mayor Lane:** Thank you. Councilmember Korte.

**Councilmember Korte:** Thank you, Mayor. My comments may not be very helpful. But I really want to express my concern about taking the issue of parking outside a larger conversation. I think that we should be having a more holistic conversation around our parking needs. That's really around the lack of our public transportation, the lack of linkages, and providing transportation options for our workforce. If we look at our workforce, we import 87% of our workforce every day and that equates to approximately 35,000 people into our downtown alone. 35,000 people. So, extrapolate even say 80% of those are in cars, so you're looking at 28,000. And those people are parking somewhere. Wouldn't it be great if we could perhaps eliminate 30% of that 28,000 and that would alleviate oh gosh about 4000 more parking spaces for our citizens and for our visitors? I think this parking issue needs to be in a broader conversation around work force, around transportation, and transportation options. We look at the trends and the trends are pretty specific. There are less driver's licenses being issued today. There are fewer people owning cars. There seems to be more flexibility in sharing cars and of course,

Uber and Lyft. I think that we should be thinking more sustainability and a sustainable community rather than putting \$20 million into a parking garage. I think we need to look at resilient solutions rather than the old guard solutions. Having said that, wasn't this based on a parking study that was done last year? Didn't we fund a parking study in 2019?

**Randy Grant:** There was a parking study update by Walker in 2015.

**Councilmember Korte:** I thought there was a parking study being done to update before we had a conversation around this.

**Randy Grant:** There are a lot of parking studies done with each development that comes in, but we're not currently doing one.

**Councilmember Korte:** Was there any parking study done with the Downtown 2.0 study? Was there anything on parking when we spent so much time on the Downtown 2.0 study. Because if you look back at that Downtown 2.0 study, it doesn't talk about parking and it talks about being pedestrian friendly and walkable, and creating shade, and benches and creating safe and wide sidewalks to create a more resilient and pedestrian friendly downtown. And I think that should be all part of that holistic conversation. Having said that, I support the increase in the 2 to 3-hour parking limit. That probably aggravates more the employees than anyone else because they go out and change their spot and go back into parking spot. Trust me, I was there for many years. I also believe that perhaps we need to have specific Uber and Lyft turnouts so areas to catch an Uber or Lyft serves the community. And there could be identifiable areas to catch an Uber or Lyft and be safer. I think the in-lieu parking needs to be modified. And increase it so it becomes a not a viable option. The number of guest parking in multi-family, I think we should be increasing that a little bit but not significantly to where we become uncompetitive for investors to build multi-family and more strategic partnerships. You know, we do have paid parking in Scottsdale. They are private parking lots. I just spent a weekend in downtown Phoenix at a seminar where I had to park overnight, and it cost me \$36 a night. People use these paid parking lots and it seems to be a normal thing. In fact, people are surprised when they don't have to pay for parking. Perhaps we need to look at paid parking and look at what other cities are doing with that revenue. I know that Tempe collects about \$150,000-\$250,000 a year in their parking revenue, and they invest it back into their downtown. Maybe that's just something to look at. It is part of the conversation that we should have. Again, under that holistic umbrella, which is probably not, shall we say, not realistic. But I think it needs to be done and the conversation needs to be had in the community around these options and a community conversation. Thank you.

**Mayor Lane:** Thank you. Yes, Councilwoman Milhaven.

**Councilwoman Milhaven:** I will try and be brief. One of our speakers and Mr. Thompson said, he's worried about our future. So I think doing a study is a really good idea especially if it's five years old, seeing what the changing trends are. I think we have to remember all the things we've already done to support our downtown parking, right? The Museum Square project parked itself and then, we reduced the price of selling the land to the developer by \$7 million for them to build additional public parking to address the concerns of the nearby merchants. So, the project parked itself and we added more parking as belts and suspenders to address people's concerns. The Southbridge project, whether it happens or

not, the deal was the City gave up close to \$2 million incentive that would have been paid to the City by the developer for the developer to build additional public parking. Again, belt and suspenders, the project parked itself, merchants were worried it wasn't enough and so, we're adding more public parking. And there's a \$20 million bond project to build public parking. So I think while we can revisit certainly, I encourage us to revisit and do another parking study, I think we have to remember that we have already done a lot to try to address our downtown parking issues when we have studies tell us that our parking is adequate. I would mention one other thing which is the Galleria, and folks remember, was originally a shopping center. The parking requirements for a shopping center is very different from the requirements for an office space. I go to the mall and spend a few hours and go. It's not we all show up at the same time and spend all day. The Galleria was a miss in terms of not making it as a shopping center and being converted. Unfortunately, we can't go back after the fact and say, oh, never mind now, you have to provide more parking because the deal is what it is. The other ironic thing was, the one thing the parking study did tell us was that that northeast quadrant was the least evenly distributed parking. So, maybe there is a chance to do something there. Real quick I will run through the points. Modify in-lieu program. I think we have to be really careful. I think that hurts the little guy. Right, so the guy that owns a small property and he wants to add a little bit on. If we're going to make it really, because the conversation is to make it a lot more expensive. I might be willing to make it less expensive to help the little guy improve his project. We have to be really careful about modifying that program, it's going to hurt the person that owns the smaller parcel. Improve wayfinding, absolutely. Looking for partnerships with the private sector is a good idea. Increasing 2 or 3-hour parking, I think is great. Maybe doing some data collection, folks said maybe the app. I was trying to pull the app up on my iPad but it's on my phone not my iPad, look at that as well. And certainly, before we do anything, I think that we should update the study and look at what the trends are and what they would recommend. Thank you.

**Mayor Lane:** Thank you, Councilwoman. I want to add a couple more things. We do have a mass transit system and I think that it serves downtown pretty well. This is not like the airport where it is a real issue. Certainly, the last mile component that we have talked about for several years now and how to mitigate that. It would be nice to know how many service employees are coming to work via mass transit and even multi-modal. And that is to go towards a study and how we address this and how the entire transportation system is changing a bit as far as how parking is concerned.

Councilwoman Milhaven just mentioned and the Galleria and I think it's really easy for us to forget, but that's exactly what happened. Not only did it go to an office, it also went to a data center. So with McKesson, a huge, huge impact. And one of the things and we can't go back and look at these things to change them and frankly, there is little latitude to be able to add on after the fact in some instances. But that's where the two decks came in. There was two components to that. One is that by virtue of really no parking problem ten years ago, there was parking galore all over the place, but it was dead as a doornail too. One of the things was, when the W went in and invested and frankly in a particularly bad time. I think somewhere along the line, there was an allowance for the available parking in the Galleria parking garage to supplement what they had. They were also looking forward, they thought most of their patrons were not going to be travelers with cars. A couple of components that maybe got misjudged. Some of that was part of the planning. That's why it is all the more important that we look at every element as best as we possibly can before projecting where we are going. Before we make a move that's going to cost someone a lot of money. Maybe even make our downtown non-competitive for people coming in, much less to expand small operations.

I'm concerned about the in-lieu parking fees. My concern about that is, we are essentially subsidizing parking. We took ownership of parking when we developed the system. I don't think there was anything wrong with the idea and we have had it for a number of years. These in-lieu parking

components have never paid to the extent that the City has invested in parking garages. You are talking about a huge investment of the City. And I'm saying this in a kidding sense and I'm not in support of incentivizing private parking. And when you drive by and it says \$10 a day. We want you to be parking out in front of Bob's place. No, I'm kidding. Maybe we set-up something to charge for parking. I don't know if that violates our code or ordinance on a temporary basis, but it makes sense. Others are doing it, and I'm not envying them, but it gives us an added potential distribution element to move it away. In your terms it is more of convenience and not availability, you can say that cost is a factor. If it is convenience, yeah, I got it, if I can park at the curb, nine times out of ten, that's what I would do. I probably would walk that 1,300-feet if it was out in the air and convenient and the cost might be a factor in some areas. But we don't have a cost factor for free parking. We have an element that other communities are not dealing with. I'm not suggesting it. God forbid, I probably won't make it out of the building. But we have to overcome that free parking is hard to beat. You are going to go for the convenience number one, wherever it happens to be. So, those are a few things that I think are worth looking at and continuing on with too when we are talking about special events.

**Councilwoman Klapp:** I believe that we can't kill the golden goose, as far as I'm concerned. We have the best downtown in the valley and one of the factors is free parking. You can argue that you get money when you have paid parking, but you change the draw when you come downtown. The need for maintaining free parking, I think is pretty high. I say that because I experienced some dabbling with parking in my old hometown decades ago and someone got the idea of putting in parking meters and narrowing the streets and nobody went in anymore. It was a neat looking street, but nobody liked it.

**Mayor Lane:** But they didn't have a parking problem.

**Councilwoman Klapp:** They didn't have a parking problem after that. But when they said, oh God, we we've done the wrong thing. And then, they tore out the parking meters, but nobody came back. It's still a fairly dead downtown. I remember that for many, many years of how it took a great, thriving area and just made it so easy for all the suburban shopping centers to suck up all the customers because they all had free parking. We can't forget that shopping centers have free parking. So, if you come downtown, you should expect to have the same parking accommodation that you get at a shopping center. Looking at this as a big picture. I'm not wanting to go back and revisit the transportation master plan on this. I think we need to deal with the parking issue, and not try to draw it into whether or not we need to have other transit, mass transit or whatever in downtown. I believe that the parking situation stands on its own, we made decisions on the transportation master plan that we're working with today on how we structure our transit system and I don't believe we need to be changing it. We need to look at the situation as it is today, not start trying to do too many things that's going to mess up the downtown like narrowing streets and going one way and one on another. That's another thing that my old hometown did. It totally confused people. I think that we have such a great downtown. That's why we have such a parking problem. People want to come here. This information that you have just provided us, and it has a wealth of information. We are telling that we have adequate parking because we are relying on a 2015 parking study. People who are there every day say there is a parking problem and we need to fix it. That's my thoughts on that. I know that we have given you a lot of things to consider and do here. Hopefully we can, in the final analysis, when all this is done, we can figure out the best place to put that new parking that's going to be paid for by the bond project.

**Mayor Lane:** You know I kidded about it, but I wasn't really suggesting parking meters. And honestly but the thing about it is, it is a factor we deal with. I think we have dealt with it well. I think it's

definitely something we have to consider as we are going forward. Not necessarily paid parking, but how do we manage our picture with that? We're talking about, as Councilwoman Milhaven mentioned earlier, and we are in a process of creating a parking revenue stream at WestWorld for large events. I don't see where downtown is that much different when you are talking about special events if that can work into a management program that might help in that distribution, the utilization. Thank you for allowing me to get that in. Councilmember Korte.

**Councilmember Korte:** Thank you, Mayor. I think that at the very least, we are not going to be able to bring together a citizen conversation around the bigger picture. Although, we should. I think that's down the road a little bit. At the very least, we should look at the ingress of employees into our downtown and the impact of that on our parking downtown. If it is that significant, as I believe it is, then some solutions around that specifically would be very helpful to our downtown merchants.

**Mayor Lane:** Any other questions? Team, do we have any other presentation or thoughts from you all? Have you gotten, I see some significant amount of notes, so I'm presuming that you got quite a bit of information from us? It would be your job to piece all that together. None of us at this table could probably read what you have down there and read back. Is there anything else?

**Randy Grant:** No, we have gotten very good feedback.

**Mayor Lane:** I'm sorry.

**Vice Mayor Littlefield:** Is listening to what everyone said, and a stray thought wondered by and I thought I would share it. If we are going to be doing a study on this and looking at our parking garages where they are trying to notify people where they are and doing that kind of signage, perhaps, using our trolley system to some extent at the entrances to the garages so that people will say, oh, there's a garage and there's a trolley. Maybe I'll park there, hop on the trolley and go where I need to go downtown. It might be a connectivity of various modes like that, that could be helpful.

**Mayor Lane:** Thank you. I don't see any further questions or comments from the Councilmembers. Thank you, gentlemen, very much for all of the work coming into this and listening to us here. So, with that, we have completed our items for the Work Study, and we have no Mayor or Council items with anything else. With that, I want to thank everyone that has provided input today and being with us today.